

# EIC search

Set	Items	Description
S1	0	AU=(SHOFFNER E? OR SHOFFNER, E?)
S2	6505	SHOWROOM? ? OR (DISPLAY OR SHOW) ()ROOM? ? OR DEALERSHIP? ?
S3	194	(WITHOUT OR "NO" OR "NOT") (5N) (SALESMAN OR SALESPERSON? OR SALES() (MAN OR PERSON?))
S4	2034618	TERMINAL? ? OR COMPUTER? OR AUTOMATE? ? OR DISPLAY? ? OR WORKSTATION? ?
S5	1821864	PRODUCT? ? OR FURNITURE OR GOODS OR AUTOMOBILE? ? OR CAR OR CARS OR VEHICLE? ?
S6	1797004	CONSUMER? OR CUSTOMER? OR CLIENT? OR BUYER? OR PURCHASER? - OR USER? ? OR PEOPLE OR SHOPPER? OR INDIVIDUAL?
S7	3	S2 AND S3
S8	184	S2 AND S4 AND S5 AND S6
S9	6	S8 AND (SALESMAN OR SALESPERSON? OR SALES() (MAN OR PERSON?-))

? show file

File 2:INSPEC 1969-2004/Nov W2  
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File 35:Dissertation Abs Online 1861-2004/Oct  
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File 65:Inside Conferences 1993-2004/Nov W3  
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(c) 2003 EBSCO Pub.

File 474:New York Times Abs 1969-2004/Nov 22  
(c) 2004 The New York Times

File 475:Wall Street Journal Abs 1973-2004/Nov 22  
(c) 2004 The New York Times

File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
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9/5/1 (Item 1 from file: 2)

DIALOG(R)File 2:INSPEC

(c) 2004 Institution of Electrical Engineers. All rts. reserv.

02715855 INSPEC Abstract Number: D86002185

Title: **Viewdata aids the salesman**

Journal: Computer Systems vol.6, no.5 p.11

Publication Date: May 1986 Country of Publication: UK

CODEN: COSYEG ISSN: 0264-4193

Language: English Document Type: Journal Paper (JP)

Treatment: Applications (A)

Abstract: Dealers in Austin Rover **showrooms** will soon be offering more than just sales patter, with the introduction of a new online information service. Dealer File, a viewdata system designed and maintained by Istel, is supplied free of charge to over 400 main outlets, and will eventually be used by over 800 dealers and distributors. For Austin Rover the advantage of the system is that it ties its dealer network into a **computerisation** scheme which is planned to encompass its entire business. For the dealers it means a better **customer** service, a lead on competitors, less paperwork, and greater control over the business of selling **cars**. (0 Refs)

Subfile: D

Descriptors: retail data processing; viewdata

Identifiers: **car** sales; Austin Rover; online information service;

Dealer File; viewdata system; dealer network

Class Codes: D2140 (Marketing, retailing and distribution); D4090 (Viewdata and teletext)

9/5/2 (Item 1 from file: 35)

DIALOG(R)File 35:Dissertation Abs Online

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01297036 ORDER NO: NOT AVAILABLE FROM UNIVERSITY MICROFILMS INT'L.

**AN INFORMATION-ACCELERATION-BASED METHODOLOGY FOR DEVELOPING PREPRODUCTION FORECASTS FOR DURABLE GOODS : DESIGN, DEVELOPMENT, AND INITIAL VALIDATION**

Author: WEINBERG, BRUCE DAVID

Degree: PH.D.

Year: 1993

Corporate Source/Institution: MASSACHUSETTS INSTITUTE OF TECHNOLOGY (0753)

Supervisor: GLEN L. URBAN

Source: VOLUME 54/03-A OF DISSERTATION ABSTRACTS INTERNATIONAL.

PAGE 1020.

Descriptors: BUSINESS ADMINISTRATION, MARKETING

Descriptor Codes: 0338

A new methodology for developing preproduction forecasts for durable **goods** is designed, developed, and partially validated. This methodology is based on the novel concept of information acceleration. Information acceleration is: (1) simulating the existence of a future new durable good, (2) simulating the availability of new durable good information that is typically available not only before but also after market launch, (3) simulating the availability of competition, (4) enabling **consumer** information search and interaction with the new durable good and the competitive **products**, and (5) recording critical behavior with regard to **consumer** information search and consideration for the new durable good.

Given the novelty of the methodology, it was important to validate it with respect to measures used for premarket forecasting (see Urban, Hauser, and Roberts 1990). The validity of using a **computer**-based video in-store

retail experience ( **automobile showroom** ) as a surrogate for a real in-store retail experience was tested. The results suggest that the **computer** -based video retail outlet appears to be a potential surrogate for a real retail outlet with respect to measures used not only for developing forecasts (e.g., purchase intent), but also for understanding **consumer** search behavior (e.g., amount of time performing a search activity).

With respect to information search behavior, **consumers** , on average, search a little more than 2 sources, and allocate the most time to searching in a retail outlet. Within the retail outlet, **consumers** allocate time to looking at and inspecting a **product** , talking with a **salesperson** , and reading manufacturer produced literature. (Copies available exclusively from MIT Libraries, Rm. 14-0551, Cambridge, MA 02139-4307. Ph. 617-253-5668; Fax 617-253-1690.) (Abstract shortened by UMI.)

9/5/3 (Item 1 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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09079926

El 20% de los automovilistas quieren comprarun coche en Internet por\

SPAIN: INTERNET AUTO SALES BECOMING POPULAR

Cinco Dias (CDS) 24 Mar 1999 p.20

Language: SPANISH

According to a study carried out by Cap Gemini, 20% of Spaniards would like to buy an **automobile** over the Internet, due to the price transparency and lack of sales pressure, and 56% would like to sell their used **vehicle** . The study reveals that 11% of Spanish drivers access the Internet on a regular basis. Also, according to the study 26% of Spaniards will use the Internet to purchase some item related to the auto sector. According to the study, **automobile buyers** not interested in the Internet are more interested in dealer geographical location and confidence with the **salesman** , as well as to carry out all aspects of the purchase such as financing, insurance, et. Spanish **consumers** are not too loyal when it comes to **car** dealers, although 82% are satisfied **customers** of the **dealership** they use and 52% would recommend the dealer to someone else.

COMPANY: CAP GEMINI

PRODUCT: **Cars** (3711CA); Computers & Auxiliary Equip (3573);

Communications Eqp ex Tel (3662);

EVENT: Marketing Procedures (24);

COUNTRY: Spain (4SPA);

9/5/4 (Item 2 from file: 583)

DIALOG(R)File 583:Gale Group Globalbase(TM)

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06135178

Push-button sales at the auto gift shop

UK: DAEWOO'S AMBITIOUS PLANS

The Times (TS) 01 Apr 1995 supp. p.B1

Language: ENGLISH

Daewoo, the South Korean carmaker, is aiming to carve out a huge role for itself in the UK **car** market and is spending GB#150mn to achieve this. It plans to gain a 1% share of the market by 1997- that is to sell around 20,000 **cars** annually. Its two **car** models are very competitively priced

and come with no hidden extra charges as is usually the case. However, the company's most radical move is its decision to set up its own **showrooms** and dispense completely with the traditional **dealership** structure. **Customers** can choose their model and finance screen by **computer**, avoiding the traditional hard-sell **salesman** approach. As regards servicing, it has a unique link with Halfords, whereby Daewoo trains Halfords mechanics but has its own staff at the 16 Halfords service centres to link up with Daewoo's Watford technical and part centre. There is also speculation that Daewoo will build its own **car** assembly plant in the UK.

COMPANY: HALFORDS; DAEWOO  
PRODUCT: Automotive Sales & Services (5500); **Cars** (3711CA);  
EVENT: Capital Expenditure (43); Marketing Procedures (24); Market & Industry News (60);  
COUNTRY: United Kingdom (4UK); South Korea (9SOK);

9/5/5 (Item 3 from file: 583)

DIALOG(R) File 583:Gale Group Globalbase(TM)  
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04644520

Kuwaitis renew love affair with the **car**

KUWAIT - KUWAITIS' **CAR** USE DISCUSSED

Financial Times (C) 1991 (FT) 16 November 1991 p2

Kuwait: as the newly choked streets and **car** parks full of gleaming **cars** testify, Kuwaitis have wasted no time in renewing their love affair with the motor **car**. The romance has been joyously consummated this week (beginning 11.11.91) at Kuwait's first post-war motor show, where it was hard to tell who was loving it most, **consumers** or **salesmen**. 'People here need no persuading to buy a **car**,' said one beaming **salesman** on the Ford stand after having dealt with a horde of **buyers**. 'We would love to have double the amount of **cars** coming in,' said Mr Marvi Kashkoush, sales chief for Al-Babtain, the main Nissan **dealership**. The shippers are doing their best, but Mr Richard Semsel, representative for Hoegh-Ugland Autoliners, the main carrier of US **cars** to Kuwait, said they cannot keep up. Five vessels, each with more than 2,000 **cars** aboard, are due to dock in Kuwait this month from the US alone, he said. But he added: 'We're stretched to the limit - if any ships are available from the US east coast, we grab them.' But few European manufacturers have much to cheer about in Kuwait. Only Mercedes, Citroen, Jaguar and Land Rover had stands at the show, and only the Mercedes stand was doing much business. The two Jaguars on **display** were, said their representatives, the only two new ones in the country. 'Because they didn't send us any more,' he explained. (Abstract)\*\*  
Copyright: Financial Times Ltd 1991

PRODUCT: Family **Cars** (3711FC);  
EVENT: RETAIL SALES (65);  
COUNTRY: Kuwait (8KUW);

9/5/6 (Item 4 from file: 583)

DIALOG(R) File 583:Gale Group Globalbase(TM)  
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00154403

DEMONSTRATION OF **CAR** SELLING BY **COMPUTER**

US - DEMONSTRATION OF **CAR** SELLING BY **COMPUTER**

Australian Financial Review (AFR) 18 February 1986 p41

Chevrolet, Ford and Chrysler are all developing a **showroom** video **terminal** , which allows a **buyer** to tailor the options on the **car** . Also a **computerised** "personality test" is under development, which can be fun for the **car shopper** at the same time as it provides useful information to the **salesman** .

PRODUCT: Motor **Vehicle** Dealers (5511);

EVENT: MARKET & INDUSTRY NEWS (60);

COUNTRY: United States (1USA); NATO Countries (420); South East Asia  
Treaty Organisation (913);

Set	Items	Description
S1	0	AU=(SHOFFNER E? OR SHOFFNER, E?)
S2	325591	SHOWROOM? ? OR (DISPLAY OR SHOW) ()ROOM? ? OR DEALERSHIP? ?
S3	15004	(WITHOUT OR "NO" OR "NOT") (5N) (SALESMAN OR SALESPERSON? OR SALES() (MAN OR PERSON?))
S4	12847318	TERMINAL? ? OR COMPUTER? OR AUTOMATE? ? OR DISPLAY? ? OR WORKSTATION? ?
S5	419	S2(S)S3
S6	28	S5(S)S4
S7	214	S5(15N) (PRODUCT? ? OR FURNITURE OR GOODS OR AUTOMOBILE? ? - OR CAR OR CARS OR VEHICLE? ?)
S8	22457	S2(25N)S4
S9	24596918	INFORMATION OR INFO OR DETAIL? ?
S10	3753294	S9(5N) (PRODUCT? ? OR FURNITURE OR GOODS OR AUTOMOBILE? ? OR CAR OR CARS OR VEHICLE? ?)
S11	536	S8(25N)S10
S12	14	S11(20N) (SALESMAN OR SALESPERSON? OR SALES() (MAN OR PERSON-?))
S13	40	S6 OR S12
S14	33	S13 NOT PY>2000
S15	26	RD (unique items)
File	9:Business & Industry(R)	Jul/1994-2004/Nov 19 (c) 2004 The Gale Group
File	15:ABI/Inform(R)	1971-2004/Nov 22 (c) 2004 ProQuest Info&Learning
File	16:Gale Group PROMT(R)	1990-2004/Nov 22 (c) 2004 The Gale Group
File	148:Gale Group Trade & Industry DB	1976-2004/Nov 23 (c)2004 The Gale Group
File	160:Gale Group PROMT(R)	1972-1989 (c) 1999 The Gale Group
File	275:Gale Group Computer DB(TM)	1983-2004/Nov 23 (c) 2004 The Gale Group
File	621:Gale Group New Prod.Annou. (R)	1985-2004/Nov 23 (c) 2004 The Gale Group
File	636:Gale Group Newsletter DB(TM)	1987-2004/Nov 23 (c) 2004 The Gale Group
File	20:Dialog Global Reporter	1997-2004/Nov 23 (c) 2004 The Dialog Corp.
File	476:Financial Times Fulltext	1982-2004/Nov 23 (c) 2004 Financial Times Ltd
File	610:Business Wire	1999-2004/Nov 22 (c) 2004 Business Wire.
File	613:PR Newswire	1999-2004/Nov 22 (c) 2004 PR Newswire Association Inc
File	624:McGraw-Hill Publications	1985-2004/Nov 19 (c) 2004 McGraw-Hill Co. Inc
File	634:San Jose Mercury	Jun 1985-2004/Nov 21 (c) 2004 San Jose Mercury News
File	810:Business Wire	1986-1999/Feb 28 (c) 1999 Business Wire
File	813:PR Newswire	1987-1999/Apr 30 (c) 1999 PR Newswire Association Inc

15/3,K/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
(c) 2004 The Gale Group. All rts. reserv.

2782996 Supplier Number: 02782996 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**the best of both worlds**  
(Davidows opened an addition to their Benchmark Express showroom in Olathe,  
KS, with up to 15 such campuses to be added, with each totaling about 1  
mil sq ft)  
High Points, v 7, n 4, p 38+  
April 2000  
DOCUMENT TYPE: Journal ISSN: 1074-293X (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 1087

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...the latest in back-office systems, the Benchmark store is also a beautifully designed furniture **showroom**. From the outside, the store looks like any other large middle-to-upper-end-furniture **showroom**, but once inside, the differences are hard to miss. The first clue is just inside the door. Besides the usual desk staffed with smiling salespeople, there are two interactive **computer terminals** that help customers find what they're looking for. If they've just come to browse, they're free to do so **without a salesperson**. (Sales associates do **not** work on commission except in the Thomasville Gallery.) Barcoded tags on every item allow customers to check pricing and stock (except in the Thomasville Gallery) at **computer terminals** located throughout the store. If the customer needs help, she can call for a salesperson...

15/3,K/2 (Item 2 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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2222413 Supplier Number: 02222413  
**TOYOTA ON HEIGHTS REBUILDS DEALERSHIP**  
(City of Cleveland, OH, has approved plans to rebuild Toyota on the Heights  
as the first Ohio dealership to provide computer work stations for  
customers)  
Plain Dealer, p 4-B  
August 12, 1998  
DOCUMENT TYPE: Regional Newspaper ISSN: 0027-7509 (United States)  
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...on current sites of the old dealership's three sites on Mayfield Rd. The new **dealership** will be the first **dealership** in the area to adopt Toyota's so-called Image 2000. Its **showroom** will be equipped with **computer** kiosks which can be used by **sales personnel** and customers to view models and access additional **information** on the **vehicles** they are buying. Its customer lounge will also have temporary offices equipped with telephones, fax...

15/3,K/3 (Item 3 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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1490026 Supplier Number: 01490026 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**AUTONATION PLANS USED-CAR MEGASTORE AT IN DALLAS**  
(AutoNation USA, retail used-car dealer, plans to build its first megastore  
in Dallas; expects to open later in 1996 or early 1997)  
Dallas Morning News , p N/A  
May 13, 1996  
DOCUMENT TYPE: Regional Newspaper (United States)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 672

ABSTRACT:

...informal sales environment with neatly-dressed salespersons who answer questions but do not pressure buyers. **Showroom computers** allow buyers to examine inventory. Most megastores sell 1 to 5 year-old cars/trucks...

...markets in the US. Used-car megastores are expected to compete more with new-car **dealerships** than with existing small used-car firms. Article provides other background information. ...

15/3,K/4 (Item 4 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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1191496 Supplier Number: 01191496 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Technology: Buyers in the driving seat - Claire Gooding reports on a**  
**multimedia aid that helps the used-car buyer instead of the salesman**  
(Carshop is interactive sales terminal designed to help consumers buy cars)

Financial Times London Edition, p 12  
May 12, 1995  
DOCUMENT TYPE: Business Newspaper ISSN: 0307-1766 (United Kingdom)  
LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 913

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...kiosk is a relaxed, even enjoyable, encounter.

There are several multimedia systems for new-car **showrooms** - some of them Esprit-funded - that **display** video clips, the options and model of your choice, in the colour you fancy, and...

...that this is perverse, given the evidence that customers dislike the current process. 'They simply **automate** a system that's already wrong. They empower the **salesman**, **not** the customer.'

In Camden's system, TV celebrity James Bolam is the continuity man on...

15/3,K/5 (Item 1 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01904190 05-55182  
**Would you buy a car from this man?**  
Taylor, Alex III  
Fortune v140n8 PP: 165-170 Oct 25, 1999  
ISSN: 0015-8259 JRNL CODE: FOR



WORD COUNT: 2665

...TEXT: lack of trying. Besides instituting no-haggle pricing, the retail reformers have cleaned up their **showrooms** and added coffee bars, nurseries, big-screen TVs, and putting greens. They have installed **computer** -driven kiosks where customers can get **information** about the **car** they want **without** talking to a **salesperson** . They offer money-back guarantees: three days or 150 miles. But it has all been...

15/3,K/6 (Item 2 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01767375 04-18366  
**Auto retailing: Changing trends in jobs and business**  
Keel, Keith G  
Monthly Labor Review v121n10 PP: 19-22 Oct 1998  
ISSN: 0098-1818 JRNL CODE: MLR  
WORD COUNT: 2649

...TEXT: are greeted by "sales consultants" who are dressed casually and taught to be helpful and **not** confrontational. The typical superstore **salesperson** receives a salary rather than commission. Customers may use **computer** kiosks to search through the store's stock by price, make, and other variables. As late as 1980, only about half of the country's **dealerships** were using even the most rudimentary **computer** services, and applications were usually limited to accounting and parts inventory. Traditional dealers and independent...

15/3,K/7 (Item 3 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01355781 00-06768  
**Personal selling and sales management in the new millennium**  
Anderson, Rolph E  
Journal of Personal Selling & Sales Management v16n4 PP: 17-32 Fall 1996  
ISSN: 0885-3134 JRNL CODE: JPN  
WORD COUNT: 10233

...TEXT: and telesalespeople reporting to them is trying to keep peace between the two rival cultures.

**Computer** salespeople. In a growing number of retail operations, **computer** salespeople are replacing their human counterparts. Several Ford Motor Company **dealerships** have installed **computer** stations that can greet customers, compare features of competitive models, calculate the operating costs of...

... the monthly payments, write up the order, and phone it in to the factory-all **without** the intervention of a human **salesperson** .

Direct Mail. Snail mail remains a very effective direct sales channel and has been increasing...

15/3,K/8 (Item 4 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)

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00654965 93-04186

**Cash Budgeting Practices and Computer Use by Automotive Dealerships**

Ahadiat, Nasrollah; Wright, Misty

International Journal of Retail & Distribution Management v20n5 PP: 31-37

Sep/Oct 1992

ISSN: 0959-0552 JRNL CODE: RDM

WORD COUNT: 3410

...TEXT: carry.

The second discriminant function was used to develop a profile of those who use **computers** in their cash budgeting operations. As with the previous results, dealers who carry US cars...

... interest in using budgets. Dealers in foreign cars showed a significantly greater desire to use **computerized** models than did dealers in US cars. These results are perhaps a reflection of the stricter rules and standards imposed on foreign car **dealerships** operating in the USA. Because of the increased market share for imports, demand for import...

... rigorous operating requirements on their dealers. Examples of these stricter rules include requirements for utilizing **computers**, maintaining cash budgets, and developing reliable sales forecasts 2!. Thus, the desirability of using cash...

...is perceived as greater than among domestic dealers, who experience more operating independence. Users of **computerized** models find the optimization of used car inventory, the ability to predict the economy, managing...

... issues. Although users and nonusers are not differentiated by community size, non-users employ fewer **salespersons** and do **not** view sales forecast reliability and revisions as highly important.

The results of this study can...

15/3,K/9 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2004 The Gale Group. All rts. reserv.

06485347 Supplier Number: 55148492 (USE FORMAT 7 FOR FULLTEXT)

**Furniture.com Makes Shopping for Upholstered Furniture Even More Convenient  
With Home Delivery of Sample Fabrics.**

PR Newswire, p0848

July 14, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 482

... to five or six stores hoping to find exactly what they're looking for on **display** on the **showroom** floor. Instead, go ahead and imagine your ultimate dream house. Then come to Furniture.com...

...selection of furniture and home accessories on the Internet. Ask the advice of Design Consultants -- **not sales personnel** operating on commission -- for professional and unbiased guidance. And now, you can even receive samples...

15/3,K/10 (Item 2 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

03889977 Supplier Number: 45598507  
**Car superstore rolling this way**  
St Petersburg Times (FL), pE1  
June 9, 1995  
Language: English Record Type: Abstract  
Document Type: Newspaper; Trade

ABSTRACT:  
...called Tampa CarMax, can accommodate some 1,000 cars. However, its 77,500-sq-ft **showroom** will **not** have any **sales personnel** but rather will have **computer terminals**. Each touch-screen **terminal** provides all the essential **information** pertaining to **cars**, their models, mileage, build, and accessories, even price, which can be printed out. Once selection is done, a **salesperson** comes in to fix the necessary documents.  
...

15/3,K/11 (Item 3 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02519527 Supplier Number: 43333223  
**Global Mobile Communication Market - Distribution Channels**  
Markintel, p1-14  
Sept 30, 1992  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:  
...being handled by an ever-expanding network, including mass merchandisers, electronic dealers and distributors, catalog **showrooms**, and department, **computer**, and specialty stores. Auto manufacturers and dealers are also a good growth area. There are...  
  
...will become even more important when dual-mode analog/digital phones are introduced. The average **salesperson** in a store will **not** be able to discuss the choices available to the user. Carriers are likely to benefit  
...

15/3,K/12 (Item 4 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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02365740 Supplier Number: 43105524 (USE FORMAT 7 FOR FULLTEXT)  
**On-line Inventory: Automation of used-car lots is speeding sales, and profits**  
Automotive News, v66, n5453, p12i  
June 29, 1992  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 911

... degree of automation that will be increasing during the next five

years," Oliver said. "In ( dealerships ') sales departments, there will be a computer terminal on every salesperson 's desk."

Oliver said computers will never replace sales staffs at dealerships , but the devices will become more important to salespeople as they deal with customers who want a lot of information about vehicles .

"Salespeople will be able to use computers and software to provide customers with comparisons of...

15/3,K/13 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2004 The Gale Group. All rts. reserv.

01670055 Supplier Number: 42073623 (USE FORMAT 7 FOR FULLTEXT)  
**Computerized Selling: Dealership systems now track customers along with the bills and payroll**  
Automotive News, v0, n0, p16i  
May 13, 1991  
Language: English Record Type: Fulltext Abstract  
Document Type: Magazine/Journal; Tabloid; Trade  
Word Count: 963

... an experimental project aimed at making use of interactive video.  
Using satellites, GM transmits new product information to dealers.  
On trial in Buick dealerships , the system uses a touch screen on the computer terminal which communicates product information .  
Computers can also question customers, getting information they are shy about giving to a salesman - at least on the first visit.  
"Customers will answer questions from a computer more freely...

15/3,K/14 (Item 1 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

12279892 SUPPLIER NUMBER: 62922802 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**LETTERS.**  
Ward's Dealer Business, 34, 9, 9  
May, 2000  
ISSN: 1086-1629 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 497 LINE COUNT: 00043

... their ability to be useful to the average salesperson or manager who is perhaps not computer literate.  
With the advent of new Windows-based technology CRM programs. training can be effortless...

15/3,K/15 (Item 2 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

09658812 SUPPLIER NUMBER: 19433589 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Computerized pricing of used cars comes of age.**  
Ward's Dealer Business, v31, n6, p54(1)  
Feb, 1997  
ISSN: 1070-8294 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 646 LINE COUNT: 00053

... already included in the base price."

In an era when customers often come to the **dealership** armed with Internet-generated **information** about **vehicle** models and prices, the **computer** -savvy **salesperson** using an electronic price guide conveys to the customer an image of professionalism, says Jack...

15/3,K/16 (Item 3 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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08545428 SUPPLIER NUMBER: 18099823 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Changing the way we buy cars. (Chrysler and ANATEC Inc. are developing a  
computerized dealership with online information and credit services and  
no salespersons ) (Brief Article)

Industry Week, v245, n6, p41(1)

March 18, 1996

DOCUMENT TYPE: Brief Article ISSN: 0039-0895 LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 116 LINE COUNT: 00012

...and ANATEC Inc. are developing a computerized dealership with online  
information and credit services and no salespersons ) (Brief Article)

15/3,K/17 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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03669887 SUPPLIER NUMBER: 06935149 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Sony selling 1,000 more video systems to Ford. (Sony Corp. of America,  
optical videodisc information system, Ford Motor Co.)

Japan Economic Newswire, K880826027

Aug 26, 1988

LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 135 LINE COUNT: 00011

... AMERICA SAID THURSDAY IT HAS CONTRACTED TO SELL TO 1,000 MORE FORD  
MOTOR CO. **DEALERSHIPS** ITS OPTICAL VIDEODISC INFORMATION SYSTEM.

WITH THE SYSTEM, **DEALERSHIP SALES PERSONNEL** COULD OBTAIN NEW  
**CAR INFORMATION** ANYTIME, COMPANY OFFICIALS SAID.

THE INTEGRATED INTERACTIVE VIDEODISC **WORKSTATION** , INCORPORATING A  
VIDEODISC PLAYER, PERSONAL **COMPUTER** , TELEVISION MONITOR AND TELEPHONE, IS  
PRICED AT SLIGHTLY LOWER THAN 10,000 DOLLARS.

SONY'S...

15/3,K/18 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB  
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03138745 SUPPLIER NUMBER: 04798676 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
Rotating display spins tale of ultimate facility. (Brockway Marine uses  
circular Showroom, rotating boat display)

De Gaspari, John

Boating Industry, v50, p62(5)

April, 1987

ISSN: 0006-5404 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 2848 LINE COUNT: 00208

... the time he walks into the dealership; no customer can reach the

boats on display **without** being accompanied by a **salesperson** .  
In designing the staircase and the walkway over into the sales core,  
Brockway tried to...

15/3,K/19 (Item 6 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

02966966 SUPPLIER NUMBER: 04350025 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Breaking the old clothing mold. (new directions in men's fashion) (column)**  
Hancox, Clara  
Daily News Record, v16, p12(1)  
Aug 15, 1986  
DOCUMENT TYPE: column ISSN: 0162-2161 LANGUAGE: ENGLISH  
RECORD TYPE: FULLTEXT  
WORD COUNT: 826 LINE COUNT: 00061

... planted smack in the middle of each group. The mannequin is, after  
all, the best **salesman** in the department. Why **not** use him directly at  
the point of sale?

Shirts, sweaters, ties . . . even luggage and umbrellas...

15/3,K/20 (Item 7 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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02176636 SUPPLIER NUMBER: 03543236 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Collins & Aikman. (showroom design winner) (Best in the Mart)**  
Cohen, Edie Lee  
Interior Design, v55, p146(4)  
Dec, 1984  
ISSN: 0020-5508 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 708 LINE COUNT: 00055

TEXT:

...working showroom for users where designers, architects and  
specifiers could experiment with samples, with or **without** the aid of a  
**salesman** . The solution, she says, "Comes from understanding the needs of  
the industry and looking for...

...words, the final product is a far cry from the industry-standard,  
wide-open carpet **showroom** filled with only "waterfall" **display**  
elements, a treatment that characterized the previous C&A **showroom** as  
well.

15/3,K/21 (Item 1 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01613076  
**AUTO TELL SERVICES ANNOUNCES NEW SOFTWARE.**  
NEWS RELEASE March 3, 1987 p. 11

Two new software applications for automobile **dealerships** were  
announced today by Auto Tell Services (ATS).The new applications -- Repair  
Order Invoicing and **Dealership** Vehicle Management -- are designed for the  
company's Key **Computer** Systems, which utilize hardware from Texas

Instruments. **Dealership Vehicle** Management (DVM) provides information on the vehicles on a dealer's lot, assisting sales personnel and managers. With DVM's quick lookup, for example, a salesperson can instantly produce a...

15/3,K/22 (Item 2 from file: 160)  
DIALOG(R)File 160:Gale Group PROMT(R)  
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01443207

**Computertrend stores are shut down.**

KANSAS CITY STAR (MO) June 11, 1986 p. ecA,131

**Computertrend** has closed all its stores in Kansas City, MO, due to declining sales. In 1985...

... the 1st store opened 6 years ago at 6500 Martway in Mission. The death of **Computertrend** is blamed on the loss of an Apple **computer dealership** in 8/85. While other brands of **computers** were sold, Apple was a major draw, accounting for 40% of the business before the cancellation. Without Apple, **Computertrend**, could not attract the many customers needed to sustain the strategy of selling lots of **computers** at a low markup. Apple **Computer** canceled the **dealership** agreement because **Computertrend** failed to abide by the sales and service contract. **Computertrend** was selling lots of Apple **computers** but did not have properly trained sales personnel and did not have adequate customer support. **Computertrend** has challenged the cancellation in US District Court in Kansas City. ...

15/3,K/23 (Item 1 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

09092732 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Priceline.com Announces 100% Expansion Of Its Name Your Own Price New Car Service**

BUSINESS WIRE

January 12, 2000

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 943

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... made anonymously, no car salesman calls to haggle or negotiate a different price. The first **dealership** to accept the consumer's price gets to sell the car. To help consumers determine their price, priceline.com **displays** manufacturer suggested prices and dealer invoice prices (what the dealer pays) for all vehicles.

About...

15/3,K/24 (Item 2 from file: 20)  
DIALOG(R)File 20:Dialog Global Reporter  
(c) 2004 The Dialog Corp. All rts. reserv.

05132466 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Dealers, Shoppers Adapt to Changing Auto Sales Market**

Charlotte W. Craig

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (DETROIT FREE PRESS - MICHIGAN)  
April 28, 1999  
JOURNAL CODE: KDFF LANGUAGE: English RECORD TYPE: FULLTEXT  
WORD COUNT: 2082

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... and a selection of about 20 different consumer books listing tips on car buying, new- car and option prices, and information on trade-in values.

That information and more is also available on the PC, through software provided by the dealership or through Internet connections. Dealer personnel are trained to help computer novices find what they want.

Pricing isn't fixed or no-haggle. But it's transparent. Sales personnel discuss with customers everything from dealer invoice and trade-in value to manufacturer incentives and...

15/3,K/25 (Item 1 from file: 476)  
DIALOG(R)File 476:Financial Times Fulltext  
(c) 2004 Financial Times Ltd. All rts. reserv.

0008010478 BOFELFJAC3FT

**Technology: Buyers in the driving seat - Claire Gooding reports on a multimedia aid that helps the used-car buyer instead of the salesman**

CLAIRE GOODING

Financial Times, P 12

Friday, May 12, 1995

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

Word Count: 928

...kiosk is a relaxed, even enjoyable, encounter.

There are several multimedia systems for new-car showrooms - some of them Esprit-funded - that display video clips, the options and model of your choice, in the colour you fancy, and...

...that this is perverse, given the evidence that customers dislike the current process. 'They simply automate a system that's already wrong. They empower the salesman, not the customer.'

In Camden's system, TV celebrity James Bolam is the continuity man on...

15/3,K/26 (Item 1 from file: 634)  
DIALOG(R)File 634:San Jose Mercury  
(c) 2004 San Jose Mercury News. All rts. reserv.

08105020

**THE CAR CUSTOMERS OF FUTURE MAY DO THEIR SHOPPING ON NET**

San Jose Mercury News (SJ) - Friday, April 14, 1995

By: MIKE MCKESSON, Associated Press

Edition: Morning Final Section: Drive Page: 1E

Word Count: 602

...Fitzpatrick without tying up a salesperson face-to-face or on the phone. And his dealership goes beyond sales with its computer interaction.

"You can find out any repair on a Nissan or Volvo, the time, the...